

WHAT IS CLAIMED IS:

- 1 1. A method comprising:
 - 2 receiving a request for a product;
 - 3 receiving a unique user identification;
 - 4 sending the product request and user identification to a database server;
 - 5 processing the product request and user identification in conjunction with a set of rules in
 - 6 the database server; and
 - 7 storing the product request on a device associated with the user identification.
- 1 2. The method of claim 1 in which the product request is a specific menu item.
- 1 3. The method of claim 1 in which the product request is a specific stock keeping unit
2 (SKU).
- 1 4. The method of claim 1 in which the product request is a family of menu items.
- 1 5. The method of claim 1 in which the product request is a family of SKU items.
- 1 6. The method of claim 1 in which the product request is a category.
- 1 7. The method of claim 6 in which the category is a plurality of families.
- 1 8. The method of claim 6 in which the category is a plurality of SKU items.
- 1 9. The method of claim 1 in which the product request is a specific menu item.
- 1 10. The method of claim 1 in which the stored product request represents a number of items.
- 1 11. The method of claim 1 in which the stored product request represents a percentage
2 discount of an item.
- 1 12. The method of claim 1 in which the stored product request represents a dollar discount of
2 an item.
- 1 13. The method of claim 1 in which the stored product request represents a dollar discount of
2 a plurality of items.

- 1 14. The method of claim 1 in which the stored product request represents a percentage
- 2 discount of an item.
- 1 15. The method of claim 1 in which storing further comprises adding additional product.
- 1 16. The method of claim 1 in which storing further comprises adding rewards.
- 1 17. The method of claim 1 in which sending comprises variable length messages.
- 1 18. The method of claim 1 further comprising performing a check-level reconciliation.
- 1 19. The method of claim 1 in which the request originates for a point-of-sale (POS) terminal.
- 1 20. The method of claim 1 in which the request originates from remote network terminal.
- 1 21. The method of claim 1 in which the request originates from a kiosk.
- 1 22. The method of claim 1 in which the device is loyalty card.
- 1 23. The method of claim 1 in which the device is Personal Data Assistant (PDA).
- 1 24. The method of claim 1 in which the device is payment card.
- 1 25. The method of claim 1 in which the device is smart card.
- 1 26. A system comprising;
2 a point-of-sale (POS) terminal having a POS database;
3 a link to a server database having a plurality of rules; and
4 a link to a device for uniquely identifying a user and for storing a product representation.